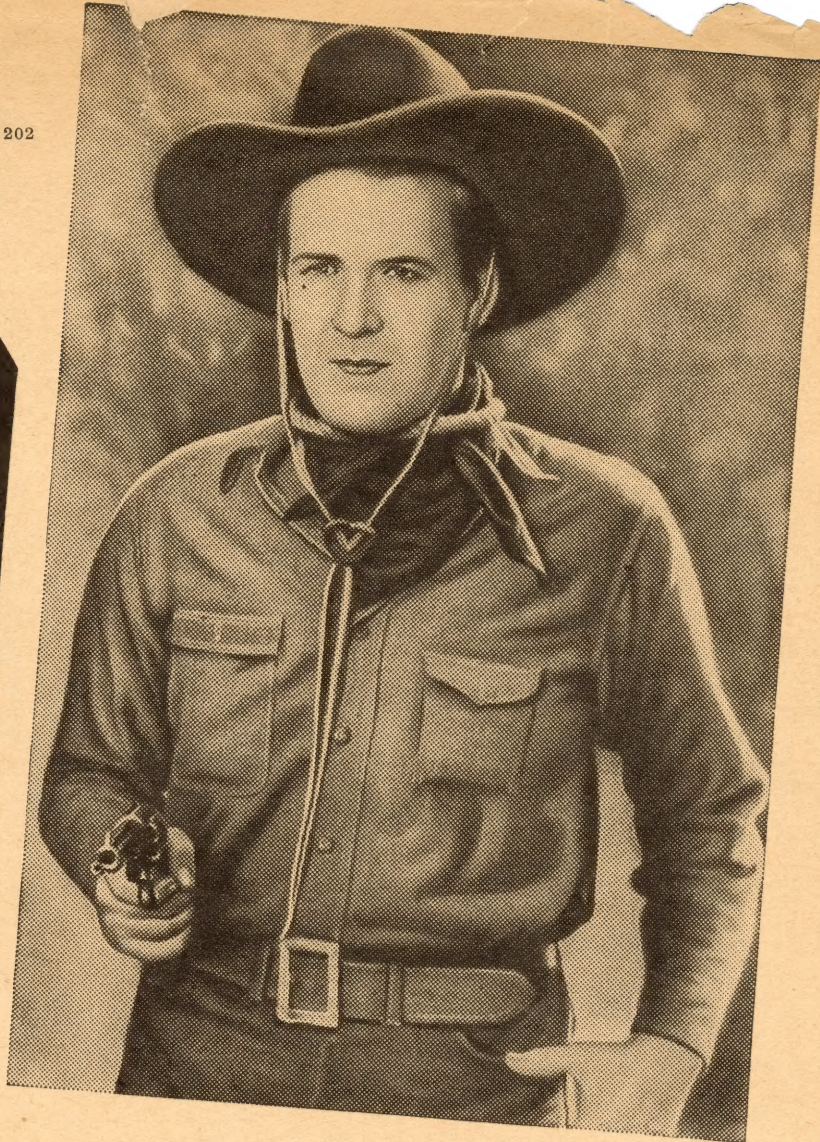




Mat No. 202  
20c



## WARNER BROS.' CAMPAIGN PLAN

(Lead Story)

### Singing Cowboy's Newest Riding Into Strand Soon

**Dick Foran, Warner Bros.' Two-Fisted Rider, Appearing In "Devil's Saddle Legion"**

Dick Foran, that strapping big star designated by Warner Bros. as their Singing Cowboy, and who has been gaining increased popularity and fan mail with each of his Western pictures, is to be seen at the Strand Theatre next Friday in his newest — "The Devil's Saddle Legion."

Foran has been making astonishing strides forward in the liking of Western fans during the past few months. Not only is he an excellent actor, but a splendid baritone singer as well, and his ballads doubtless have hastened his progress ahead.

This time he has three to sing — "Ridin' To My Home In Texas," "God's Country" and "When Moonlight Is Riding The Range." They are by M. K. Jerome and Jack Scholl, who wrote Dick's sensational recent hit, "My Little Buckaroo."

But Dick doesn't merely sing—he rides, ropes, handles a 6-gun and fights with his fists; and does them all equally well. His leading lady in "The Devil's Saddle Legion" is Anne Nagel, a lovely little Warner starlet, who played once before with him in a western, "Guns Of The Pecos," although generally she is used in straight dramatic movies.

"The Devil's Saddle Legion" is laid in the Indian Territory of the old days, the lawless days, when this region was still a frontier of the United States, long before the territory became Oklahoma State.

In the film Foran has with him a number of westerners who rode the range in its lawless days some years back. Dick, a Princeton graduate and football star, had actually to outride and outshoot these very cowboys before at the end of the picture's filming they presented him with a silver-braided saddle as a token of their respect.

It was directed by Bobby Connolly from a screen play by Ed. Earl Repp, ace scenarist on fast-moving outdoor films.

Foran recently concluded a radio singing engagement on the Burns & Allen program.

#### FOLLIES TO HORSES

Bobby Connolly, former dance director from Broadway and the Follies, who is now directing Western movies for Warner's isn't so unfamiliar in his new environment as you might suspect. At one time he worked as cowpuncher on a Texas ranch. He recently directed Dick Foran's "The Devil's Saddle Legion," which comes next Wednesday to the Strand Theatre. Anne Nagel is his leading lady.



Mat No. 101—10c

LOVE INTEREST is supplied by lovely Anne Nagel, who plays the feminine lead opposite Dick Foran in Warner Bros.' "Devil's Saddle Legion," coming to the Hub on Friday.

#### American Indian Widely Travelled

Probably the most travelled American Indian living is Dick Botiller, now a movie actor and currently supporting Dick Foran, Warner Bros. singing cowboy, in "Devil's Saddle Legion," now at the Strand Theatre.

Born in the Far North (Canadian) where he got his French-Canuck name, he has travelled by foot, horse, canoe and all modern conveyances including airplanes from Alaska to South America, Greenland to Hawaii, the West Indies to the Galapagos — and traversed most of the territory in between.

#### (Opening Day Story)

### FORAN IN NEW STAR ROLE AT STRAND TODAY

"The Devil's Saddle Legion"—with the popular Singing Cowboy, Dick Foran, as chief legionnaire—will be presented today by Warner Bros. as the feature attraction at the Strand Theatre.

The Legion consists of a group of young men living in the old Indian Territory in its lawless days, who have been persecuted and wronged by an outlaw band, and who vow to avenge the many crimes of their enemies and to establish law and order in their home region.

They succeed, after much hard riding, many hand-to-hand encounters, and considerable pistol-play.

Foran, in the midst of all the swift-moving rides and fights, finds time to sing three new ballads written for him by Jerome and Scholl, co-authors of his recent success, "My Little Buckaroo." The songs are "Ridin' To My Home In Texas," "God's Country" and "When Moonlight Is Riding The Range."

Anne Nagel, one of the loveliest of the younger Warner starlets, is Foran's leading lady in this melodrama, which was directed by Bobby Connolly from a screenplay by Ed. Earl Repp.

(Review)

### Foran Rides, Shoots, Scores In "Devil's Saddle Legion"

**Warner Bros.' Cowboy Hero, A Rad's Baritone, Also Sings Three Scholl-Jerome Ballads**

Wild days in the old Indian Territory, which was later to become Oklahoma, are brought vividly to life in "The Devil's Saddle Legion," Dick Foran's newest starring Western for Warner Bros., which opened yesterday to pleased audiences at the Strand Theatre.

The tall, handsome Singing Cowboy is at his very best in this tale of a lawless country and lawless men.

#### ANNE RIDES AGAIN

Anne Nagel, who plays the lead opposite Dick Foran in the singing cowboy's latest Western for Warner Bros., "The Devil's Saddle Legion," began the picture just a year after playing her first opposite Foran. To the very day. And this is her second! Between times she has done a variety of films but none of them Westerns. Her current picture is now at the Strand Theatre.



Mat No. 102—10c

SINGING COWBOY Dick Foran is the two-fisted baritone who takes the law into his own hands with his "Devil's Saddle Legion," a Warner Bros. picture now at the Strand Theatre.

And — happily — there are three ballads, suited exactly to the red-headed star's pleasing baritone voice. They are by M. K. Jerome and Jack Scholl, who wrote his most recent hit, "My Little Buckaroo."

A miscreant band of crooks, headed by George Chesebro and Raphael Bennett, are building a dam, with prison labor, when Dick rides into the scene from Texas. The object of the dam is to divert the course of the Red River, and thus steal away a lot of land that really belongs to Texas.

A man has been murdered recently, and the crooks trump up charges against Dick in connection with this crime. He is given a 10-year sentence, working by day and confined in prison by night. In jail he learns that his own father has been murdered by followers of Chesebro and Bennett, and he swears vengeance.

Dick and five others manage to escape, and band themselves together with a vow to find the murderers and expose the villainy of those connected with the river deal. They become known as "The Devil's Saddle Legion" because of their ferocity.

After many narrow escapes and much hard fighting, the band cleans up all the crooks and killers and establish a reign of law and order in the region.

There is a girl, of course, — daughter of a rancher, who has always believed in Dick's innocence. This is Anne Nagel, lovely young Warner starlet and splendid actress. The popular Foran, former football star at Princeton, is undoubtedly at his best in the film.



## ANNE GETS BIG ROLE OUTDOORS

Heroines ordinarily don't have much of an opportunity to show their stuff in Western movies, historically speaking, but it seems Anne Nagel's part opposite Dick Foran in Warner Bros.' action flicker, "The Devil's Saddle Legion," breaks the jinx.

According to Director Bobby Connolly, it's the best feminine part in a Western he's ever encountered. Before this she has been leading lady in more sophisticated types of dramas. "The Devil's Saddle Legion" comes to the Strand Theatre next Friday.

## MORE HITS FOR FORAN'S VOICE

M. K. Jerome and Jack Scholl, authors of that tremendous song hit of a few months ago, "My Little Buckaroo," which was sung by Dick Foran in the Warner Bros. Western movie, "Cherokee Strip," composed three songs for Dick's current picture, "The Devil's Saddle Legion," which is now at the Strand Theatre.

The ballads are "Ridin' To My Home In Texas," "God's Country" and "When Moonlight Is Riding The Range."

Dick Foran recently completed a singing engagement with Burns & Allen.

## HARD RIDERS NOT ALWAYS IN WESTERNS

Dick Foran has learned — and passes on the information that a movie cowboy spends only about a third of his working time playing in Western movies.

Two-thirds of the time he is doing dangerous riding scenes in other types of pictures, such as period films, in which he's often a knight in armor!

They may be unsophisticated and untutored sons of the plains when they first come off the Montana, Wyoming, Arizona and Utah ranges, says Dick — but they're cosmopolitans with plenty of general knowledge before they spend a four-year term in pictures.

They learn history and customs of foreign lands and past ages. They study anthropology while being made up as Tartars of the steppes, Cossacks, Uhlans, Arabs, Gauchos, Mongols — as any and all of the races throughout history and geography who bestride horses!

In military pictures they learn formation riding, drills, and what-not, authentic military routines of the cavalry of many nations and periods. In short, during their film careers they tour the world and time on horseback.

Foran himself, although called Warner Bros.' Singing Cowboy star, has had no such variety of experience. A radio favorite and husky football packer, he became a Western star because experience on an Arizona ranch had given him a bit of riding, shooting and roping prowess.

Then he clicked in a Western following his great performance in the drama, "Petrified Forest." He has continued to play dramas, but confesses a liking for the Westerns in which he and his horse "Smoky" share top honors.

He has done about a dozen Westerns for Warner Bros., with increasing success; between them he steps into such roles as that he played in "Black Legion," the sympathetic hero. In all recent Westerns he has introduced songs written especially for his pictures by M. K. Jerome and Jack Scholl. Many of these, such as "My Little Buckaroo," have scored notable hits.

Currently Dick is back on the air in a popular radio program, while as busy as ever at his studio. Latest of his films is "The Devil's Saddle Legion," in which pretty Anne Nagel plays opposite. Bobby Connolly directed this picture, which will come to the Strand Theatre next Friday.

## Grizzled Cowboys Artists At Heart Says Dick Foran

### Airy Life of Range Riders Conducive To Art Explains Star of "Devil's Saddle Legion"

They're a hard-bitten saddle-leather-tanned crew, but at heart they're poets and musicians!

That's Dick Foran's theory and this Princeton grad and radio baritone knows many a cowboy!

"One of the toughest buckaroos I know is a poet, musician, song writer," says Dick. "That's Curley Fletcher, who wrote 'Strawberry Roan' and other range ditties. He worked in my latest picture, 'The Devil's Saddle Legion.'"

## AUTHOR REPP ADVISES WRITERS

Writing action thrillers for the movies is a cinch, according to Author Ed. Earl Repp.

Just the same, there are tricks to the trade. Repp, who knows his West first-hand, and who has written plenty of magazine fiction about it and several plays in addition to scenarios, knows them all.

"Know your stuff and your exact locale, whether or not an exact locale is specified in the 'script,' advises Repp. "For example, I am pretty familiar with the locale and times of the Oklahoma land rush, and the whole history of the development of the Indian Territory into a state.

"I have sold a number of stories about it. Knowing the locale and the character-types facilitates writing about them, and makes for better stories.

"For example, I wrote one not long ago based on the land rush which settled the so-called 'Cherokee Strip.' Dick Foran starred in it. Now he has just finished another of my yarns, his latest at Warner Bros. — 'The Devil's Saddle Legion' coming to the Strand Theatre on Friday.

"That also concerns itself with the Indian Territory locale; this time revolving around the interesting situation created by the part of the Territory where the self-governing experiment was made, and the Red River kept changing the boundary between the Territory and the State of Texas."

### PRESENT FOR STAR

Never a Western movie does Dick Foran make that he doesn't accumulate some souvenirs, the latest is a big turquoise ring of hand-made Navajo craft, a present from an Indian in the east of his latest Warner Bros. film, "The Devil's Saddle Legion," which which comes to the Strand Theatre on Friday.

"It's the cowboy's environment which makes him a poet, an artist, a sculptor and so on — and above all, I believe, a musician and an appreciator of music. That's why there are so many fine cowboy ditties out, actually written by men who have ridden the range. That, too, explains the work of famous cowboy artists such as Russell, and books by Will James, Owen Wister and their sort. The cowboy, like the Indian, is close to nature and with words, pencil and music he records the feeling of his beloved environment.

"Another thing — only an artist's disregard for money, and a nature lover's feeling for the sort of life a cowboy leads could recompense a great number of the young Americans who take a pitance in wage and usually a pretty poor 'keep' for so much hard work. They're cowboys because they love being cowboys, not because there's money or a future in it.

"In my pictures I try to use only the real cowboys. Hollywood has offered the veteran cowboy who has lost his range — and it's vanishing fast — a way of reliving past glories, and following his hobbies of music, art, writing; of keeping horses, and on location trips, riding the range again. It has rescued some of his kind from dude ranches when w angling dudes became too onerous. And it has offered a berth for some of the boys who have been pretty badly broken up physically in rodeo work."

Anne Nagel plays opposite Foran in "The Devil's Saddle Legion," a story of the old Indian Territory, which comes to the Strand Theatre next Friday. It was directed by Bobby Connolly from a screen play by Ed. Earl Repp.

### FORAN'S REPERTOIRE

Dick Foran, Warner Bros. husky red-headed singing cowboy, knows 467 cowboy songs. Hold on — pardon! The number is now 470 as he sings three new ones written especially for his current picture, "The Devil's Saddle Legion," by M. K. Jerome and Jack Scholl. The picture comes to the Strand Theatre next Friday.

### MONOCLED COWBOY!

Ernie Stanton, who made such a hit with a one-line speech in "The Prince and the Pauper" — "e's a busy bloke, ain't 'e?" — is wearing a monocle again. This time it's for an interesting comedy part in Dick Foran's newest Western, "The Devil's Saddle Legion," a Warner Bros. movie which comes next Friday to the Strand Theatre.

### PAINTS BRONC BUCKS

Director Bobby Connolly is particularly proud of the bucking bronc painted on the back of his canvas chair by the cowboy artist, Buff Stringer. The artist was a member of the cast of "The Devil's Saddle Legion," Dick Foran's latest for Warner Bros. — and the first Western that Connolly, formerly a dance director, ever megaphoned. It is now on the screen at the Strand Theatre.

## THE STORY

In the Indian Territory Red Frayne (George Chesebro) is building a dam across the Red River with prison labor. To get prisoners for the building of the dam he has Sheriff Duke Gorman (Raphael Bennett) picking up anybody who looks husky, on trumped-up charges.

It's murder they unjustly charge against Tal Holladay (Dick Foran) and he is sentenced to spend ten years at hard labor. From other prisoners he learns that one of the projects, when and if the dam is completed, is to throw his father's ranch into the Indian Territory by diverting the wandering bed of the Red River — and he also gets the shocking news that his father has been ambushed and murdered.

Meanwhile he falls in love with Karan Ordley (Anne Nagel) and she with him, although he thinks her father (Gordon Hart) is trying to gain control of his father's property.

Neither Karan nor her father realizes why Tal, who goes under the name of Smith, seems hostile toward them, but the girl has him assigned to help her "gentle" a horse. This enables him to steal pistols and smuggle them into the prison, and later stage a revolt. With five comrades he escapes and these become known as the "Devil's Saddle Legion," branded outlaws with prices on every head.

The band dedicates its efforts to finding the murderer of Tal's father, saving the ranch, and preventing the completion of the dam which would rob Texas and many property owners of their land by putting it officially into the lawless "self-governed" Territory.

Finally, when John W. Logan, (Walter Young), Secretary of the Interior, comes to establish the boundary officially in the name of the U. S. Government, he is about to make the decision in favor of the crooks, whom he thinks honest and upright citizens.

Tal tries to get to Logan and explain the crookedness of the situation, but he is nabbed and a lynching bee is started. Meanwhile a new member of his band turns out to be United States Marshal ~~and has been working under cover. He reports in favor of Tal.~~ The gang of crooks try to escape over the dam, but they are caught there by the explosion which wrecks the structure. Logan establishes the boundary where it rightfully belongs, Tal gets his ranch which is now officially in Texas — and he gets Karan and the friendship of her father.

His "Devil's Saddle Legion," instead of being hung for outlaws are honored as upholders of the law in a lawless land.

## CAST OF CHARACTERS

Tal Holladay.....	Dick Foran
Karan Ordley.....	Anne Nagel
Hub Ordley.....	Willard Parker
Chris Madden.....	Granville Owen
Chip Carter.....	Carlyle Moore, Jr.
John Ordley.....	Gordon Hart
Butch.....	Max Hoffman, Jr.
Pewee.....	Glen Strange
Spooks.....	John "Skins" Miller
Reggie.....	Ernie Stanton
Judge.....	Frank Orth
Dawson.....	Jack Mower
Spane.....	Milt Kibbee
Frayne.....	George Chesebro
John Logan.....	Walter Young
Caliope.....	Charles LeMoine
Sheriff Gorman.....	Raphael Bennett
Choctaw.....	Dick Botiller
Jim Cudlow.....	Alan Gregg
Boreland.....	Bud Osborne

## PRODUCTION STAFF

Director.....	Bobby Connolly
Story and Screen Play by.....	Ed. Earl Repp
Photography by.....	Ted McCord, A. S. C.
Film Editor.....	Frank MaGee
Art Director.....	Ted Smith
Music and Lyrics by.....	M. K. Jerome and Jack Scholl
Gowns by.....	Milo Anderson

## OFFICIAL BILLING

Warner Bros.	40%
Pictures, Inc. present	5%
THE DEVIL'S SADDLE LEGION	100%
with	
DICK FORAN	75%
(The Singing Cowboy)	10%
and	
ANNE NAGEL	40%
* * *	
Directed by Bobby Connolly	20%
* * *	
Story and Screen Play by Ed. Earl Repp	5%
* * *	
A Warner Bros. Picture	5%



Mat No. 201 — 20c

TWO-FISTED ACTION is in store for those who are seeing the "Devil's Saddle Legion" at the ..... this week. Dick Foran, who also sings three hit numbers in the film, is shown grappling with a trio of his enemies. Jack Scholl and M. K. Jerome, authors of "My Little Buckaroo," another Singing Cowboy tune, wrote the songs.



**"DROP YOUR GUNS!  
Or I'll Drop This T. N. T. And  
Blow Us All to Kingdom Come!"**

The West's strangest vigilantes...men with a price on their heads...deal out six-gun justice when devil-may-care Dick Foran rides at the head of the...



**DEVIL'S SADDLE LEGION**

**Dick FORAN**  
THE SINGING COWBOY  
and **ANNE NAGEL**  
Directed by Bobby Connolly • A Warner Bros. Picture

162 Lines Mat No. 205—20c

**"I'M NOT LICKED!...  
WHILE I'VE GOT ONE  
BULLET LEFT!"**

Hard-fisted Dick Foran gamely battles against greater odds than he's ever faced before...as he gallops into battle with the...



**DEVIL'S SADDLE LEGION**  
with **Dick FORAN**  
THE SINGING COWBOY  
and **ANNE NAGEL**  
Directed by Bobby Connolly • A Warner Bros. Picture

86 Lines Mat No. 203—20c

**HE HAS HIS HANDS FULL OF TROUBLE  
... AND HIS FISTS FULL OF T. N. T.!**

You're in for new thrills, spills and chills as fearless Dick Foran finds a new weapon... Dynamite!...to fight the Southwest's deadliest killers!



**DEVIL'S SADDLE LEGION**  
with **Dick FORAN**  
THE SINGING COWBOY  
and **ANNE NAGEL**  
Directed by Bobby Connolly  
A Warner Bros. Picture

114 Lines Mat No. 204—20c



**HE USES DYNAMITE INSTEAD OF GUNS...TO FIGHT THESE KILLERS!**

Watch quick-thinking Dick Foran match bullets with T. N. T. as he blasts his way to his most dangerous adventure!



**DEVIL'S SADDLE LEGION**

**Dick FORAN**  
THE SINGING COWBOY  
and  
**ANNE NAGEL**  
Directed by Bobby Connolly  
A Warner Bros. Picture

78 Lines Mat No. 105—10c

**DYNAMITE vs. BULLETS!...**

But daring Dick Foran blasts his way to victory and new thrills for you when he matches killers' guns with T.N.T.!



**DEVIL'S SADDLE LEGION**

with **DICK FORAN**  
THE SINGING COWBOY  
and  
**ANNE NAGEL**  
Directed by Bobby Connolly  
A Warner Bros. Picture

51 Lines Mat No. 103—10c

**HE FIGHTS ALONE!...**  
In A Land Where Killers Are As Thick As Rattlers ...And Twice As Deadly!

There's smashing, thrilling action when Dick Foran throws caution to the winds...and goes looking for trouble!



**DEVIL'S SADDLE LEGION**

with **DICK FORAN**  
THE SINGING COWBOY  
and  
**ANNE NAGEL**  
Directed by Bobby Connolly  
A Warner Bros. Picture

66 Lines Mat No. 104—10c

**DYNAMITE vs. BULLETS!**



**DEVIL'S SADDLE LEGION**

with **DICK FORAN**  
THE SINGING COWBOY  
and  
**ANNE NAGEL**  
Directed by Bobby Connolly  
A Warner Bros. Picture

27 Lines Mat No. 107—10c

**HE USES DYNAMITE INSTEAD OF GUNS...TO FIGHT THESE KILLERS!**



**DEVIL'S SADDLE LEGION**

with **DICK FORAN**  
THE SINGING COWBOY  
and  
**ANNE NAGEL**  
Directed by Bobby Connolly  
A Warner Bros. Picture

45 Lines Mat No. 106—10c

**HE'S NOT LICKED....WHILE HE'S GOT ONE BULLET LEFT!**



**DEVIL'S SADDLE LEGION**

with **DICK FORAN**  
THE SINGING COWBOY  
and  
**ANNE NAGEL**  
Directed by Bobby Connolly  
A Warner Bros. Picture

18 Lines Mat No. 108—10c

**HE HAS HIS HANDS FULL OF TROUBLE ... AND HIS FISTS FULL OF T. N. T.!**

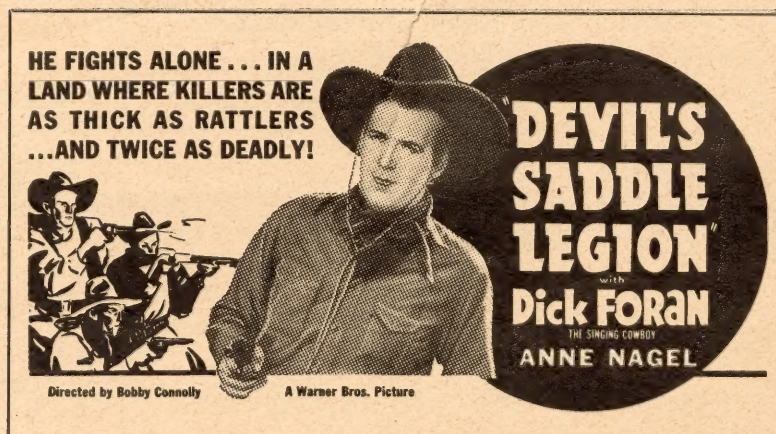


**DEVIL'S SADDLE LEGION**

with **DICK FORAN**  
THE SINGING COWBOY  
and  
**ANNE NAGEL**  
Directed by Bobby Connolly  
A Warner Bros. Picture

54 Lines Mat No. 206—20c

**HE FIGHTS ALONE ... IN A LAND WHERE KILLERS ARE AS THICK AS RATTLES ...AND TWICE AS DEADLY!**



**DEVIL'S SADDLE LEGION**

with **DICK FORAN**  
THE SINGING COWBOY  
and  
**ANNE NAGEL**  
Directed by Bobby Connolly  
A Warner Bros. Picture

50 Lines Mat No. 207—20c



# SELLING WITH STUNTS

## EFFECTIVE DISPLAYS

Picture's title and theme lend themselves to lobby displays described below. All are inexpensive and should command attention.

### Loudspeaker Warning

Place a cut-out of Dick Foran in lobby with loudspeaker arranged in "talking" position. Voice of usher comes from behind mike like this: "Drop your guns! or I'll drop this T.N.T. and blow us all to kingdom come!" "See Dick Foran ride at the head of the 'DEVIL'S SADDLE LEGION'."

### Saddle for Lobby

Tie in with title by use of a western saddle, one of those heavily decorated ones. For that matter run the gamut of typical cowboy equipment for your lobby, guns, lariats, and ten-gallon hats.

### Ring the Pommel

In a corner of your lobby place a western saddle with a high pommel. From other side of lobby have rings for patrons to toss on the pommel. Use this tag line: "Catch one of the devil's saddles and win a ticket to the 'Devil's Saddle Legion'."

### Patrons Ride Horse

Those gymnasium electric horses could be used in the lobby. Dare patrons to get on. A tieup with a local sporting goods store should get you the machine on a mutually beneficial basis.

### Dynamite vs. Bullets

Get a pair of balance-scales, place a box labeled T.N.T., on one pan, and a box of bullets on the other. Hang display in lobby over a line of copy: "DYNAMITE vs. BULLETS."

### Stencil Display

Consult your local ordinances to see if this one is okay with the city fathers. Have a stencil made up, as large or as elaborate as you see fit, in which the copy reads: "The Devil's Saddle Legion is in town, at the Strand." A boy with a can of whitewash can do a pretty good job of contact around town.

### Slide Angles

If there is a stereopticon service in town, have it project your slide for a brief flash wherever the service is being conducted. Slide may also be used for flash from lantern in lobby.

## RIDERS' CAVALCADE

Riding academy and kids can help put over this one. Dressed in their cowboy outfits, the kids can ride around town with the cavalcade eventually winding up at your theatre. Here while someone proficient with a lasso performs as a special attraction, your newspapers can cover for pictures and stories. Instead of cowboy outfits, they might even have on devil's garb, carrying signs, "See The Devil's Saddle Legion at the Strand Theatre." As a climax prizes can be awarded also to the best dressed cowboy rider.

## USE INDIAN ANGLE

To play up the Indian angle in the film, set up a tepee on your marquee, and for hour or two have someone dressed in blanket striding around the tent. You might also display tomahawks, Indian implements, etc.

## COACH BRINGS FILM

A stage coach with a couple of grizzled cowboys driving it is easy enough to rig up. Have it driven around town with banners plugging the picture. Sign on the back of the coach might read to the effect that "Devil's Saddle Legion" is being delivered to the Strand Theatre by the coach. Arrival at theatre is an event that can be covered by papers, especially if the event is combined with kids' cowboy outfit contest being held in lobby.

## CUT-OUT SHADOW BOX

An effective shadow box for your lobby can be built up with cut-outs from the six and three-sheets. Both these pieces of paper show a variety of shots so that an interesting display can be achieved. A blinker lamp acts as an eye-catcher.

## SINGING COWBOYS

Find the "Singing Cowboy" in town. Conduct a contest in which all entrants must show up in cowboy garb at theatre. Have them sing all western numbers — old and new. Award prizes to winners.

## SPORTS STORES TIE-UPS

Stores selling cowboy garb to those going to dude ranches, sporting goods, guns and riding outfits make appropriate tie-ins for displays of stills from the picture and cards billing your showing with proper catchlines.

## FORAN RADIO SINGER

Not only is Dick Foran, ex-Princeton football star, the hero of this series of westerns, but in addition he has gained fame recently as a singer of note. A baritone, Foran recently concluded a number of engagements as singer on the Burns and Allen radio program over a national hookup. Take advantage of this and also the popularity which "My Little Buckaroo" is enjoying, by playing it up in art displays, along with the Scholl-Jerome tunes in this picture, "Ridin' To My Home In Texas," "God's Country," and "When Moonlight Is Riding The Range." Community sings are still popular with the patrons and western melodies give them a chance to go to town. Throw a couple of the oldtimers on the screen and watch them warm up to next week's western, "The Devil's Saddle Legion."

## SHIPE ON ROAD

Tell the folks in the country about your outdoor drama by arranging to snipe the byways with one-sheets. This type of picture warrants an extensive out-of-town coverage which reaches folks who frequent Westerns.

## VITAPHONE SHORTS

**"PORKY'S SUPER SERVICE"** (Looney Tunes). The delightful Porky Pig brings loads of new chuckles with his madcap escapades in laugh-a-second cartoon riots!

(8 minutes—No. 2812)

**"DOUBLE TALK"** (Vitaphone Novelties). Another of the Edgar Bergen and "Charlie McCarthy" string. Ventriloquism at its best in a grand climax for this spicy series of novelties.

(10 minutes—No. 2711)

**"EGGHEAD RIDES AGAIN"** (Merrie Melodies Cartoon). Story in technicolor of a little cowboy novel reader who goes west to ride the range. A million laughs.

(8 minutes—No. 2214)

**"PALM BEACH KNIGHTS"** (Vitaphone Novelties). Charles Ahearn and Company in another of this smart series whose title speaks for itself.

(10 minutes—No. 2712)

**"FLOWERS FROM THE SKY"** (Broadway Brevity). Josephine Huston sings in inimitable style with fun and comedy galore.

(20 minutes—No. 2009)

**"VAUDEVILLE HITS"** (Big Time Vaudeville). Len Manning and Mitzi, the Byrne Sisters, Jules and Clifton, and Elaine Arden, headline entertainers all, in a fast-paced film enjoyable for all.

(10 minutes—No. 2612)



# RENT

This Paper



6-Sheet RENTAL — 48c



1-Sheet RENTAL — 8c



3-Sheet RENTAL — 24c

## RENT THESE LOBBIES



Two  
22  
x  
28's  
RENTAL  
20c  
each



### SPECIAL QUANTITY PRICES!

SPECIAL QUANTITY PRICES—(The following prices are quoted to the exhibitor only under condition that these posters are to be used for posting or sniping in connection with the advertising of DEVIL'S SADDLE LEGION): **One-Sheets** — 50 to 99, 11c ea.; 100 & over, 9c ea. **Three-Sheets** — 50 to 99, 32c ea.; 100 & over, 28c ea.; **Six-Sheets** — 25 to 49, 80c ea.; 50 to 99, 70c ea.; 100 & over, 60c ea.



11  
x  
14's  
RENTAL  
(set of 8) .....35c



14" x 36"  
INSERT  
CARD



### WINDOW CARD

1 to 49.....7c ea.  
50 to 99.....6c ea.  
100 and over.....5½c ea.  
(Note: This card can be used on all Foran westerns.)



### 11" x 14" COLOR-GLOSS STAR PORTRAIT

PRICES: 1 to 9.....35c ea.  
10 to 24.....30c ea.  
25 & over.....20c ea.



SLIDE — 15c



RENTAL — 12c



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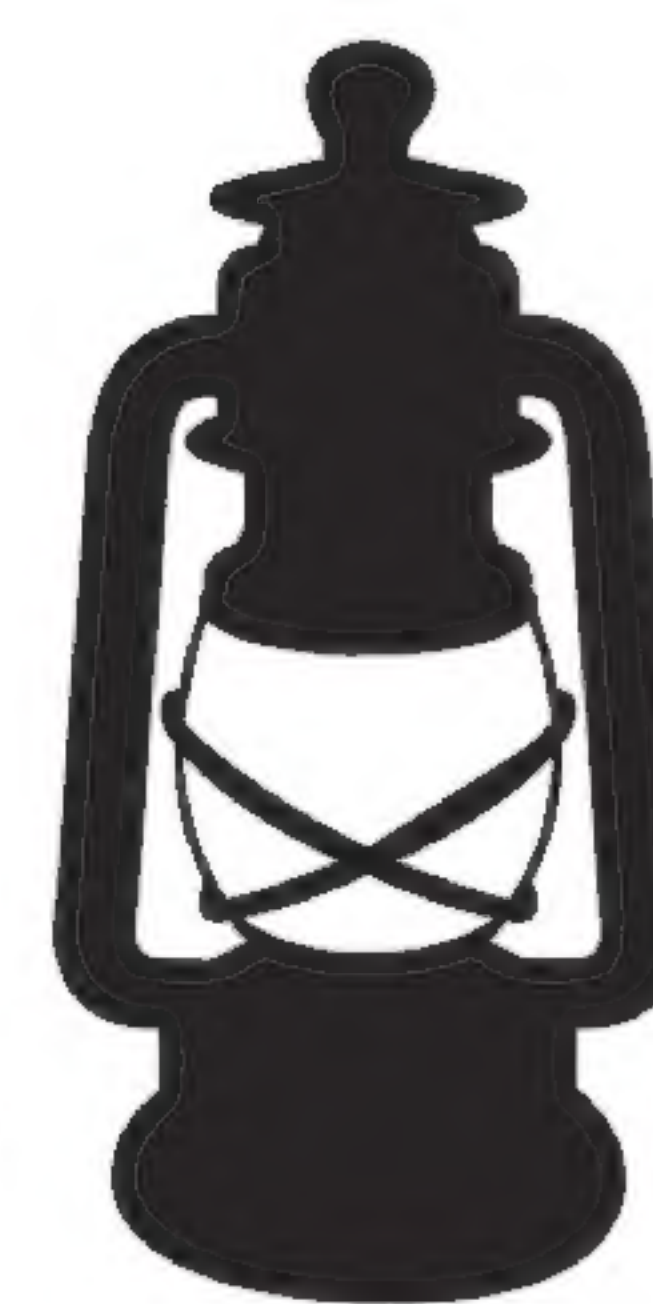


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